



Interdepartmental Coordination Council for Job Creation and Economic Growth

Performance Measures – 12/15/06

Overall Charge of Executive Order 06-35: “Better coordinate the state’s efforts of creating jobs and supporting economic growth”.

Charge of the Council and discussion items:

- 1. Promotion of business development and marketing of Missouri products and services nationally and internationally**
 - **Objective:** Increase the sales of Missouri companies’ products and services nationally and internationally.
 - **Performance Measurement:**
 - Increase in gross state product.
 - Increase in amount of exports.
 - **Performance Goals:** (tentative)
 - Annual increase of x% in gross state product from the baseline.
 - Increase of x% in exports from the baseline.
 - **Baseline Data:** TBD
 - **Strategies:** TBD
- 2. Education of Missouri’s workforce to meet the needs of employers through skills, education, customized training, and workforce development;**
 - **Objective:** Create an adequately educated and skilled workforce to meet employers’ needs.
 - **Performance Measurement:** Increase in the number of Missouri workers that meet targeted skill levels, certifications, and degrees. (Note: Need to add additional measure to determine accessibility on a regional basis. May also add quality measures, depending on further study from the DED, DESE and HEd study.)
 - **Performance Goals:** (tentative)
 - Annual increase of x% in targeted skill levels
 - Annual increase of x% in targeted certifications
 - Annual increase of x% in targeted degrees.
 - **Baseline Data:** TBD
 - **Strategies:** TBD
- 3. Advertising;**

- **Objective:** Improve the perception of Missouri's business and tourism climate to targeted industries, site location consultants, and visitors.
- **Performance Measurement:** Improvement in the ranking of Missouri's business and tourism climate by applicable national surveys.
- **Performance Goal:** (tentative)
 - Improve Missouri's ranking on the applicable surveys from the prior year.
- **Baseline Data:** TBD
- **Strategies:** TBD

4. Use of tax credits and other economic incentives;

- **Objective:** Improve the effectiveness and efficiency of incentives of state agencies related to economic growth or job creation.
- **Performance Measurement:**
 - Increase in the number of new and retained quality jobs of assisted businesses.
 - Increase in the amount of net state fiscal benefit of assisted businesses.
 - Increase in the number of completed projects of assisted businesses.
 - Increase in the amount of new private capital investment of assisted businesses.
- **Performance Goals:** (tentative)
 - Increase of x% from the baseline for each measurement.
- **Baseline Data:** TBD
- **Strategies:** TBD

5. Economic Development related transportation projects.

- **Objective:** Improve the use of current transportation related resources or identify new transportation related resources needed to improve transportation related infrastructure in (a) economically distressed areas and (b) areas identified for specific types of targeted "cluster" high growth companies.
- **Performance Measurement:** Increase in number of completed targeted projects in targeted areas; increase in the number of new and retained jobs in the targeted areas; and increase in the amount of private capital investment in the targeted area.
- **Performance Goal:** (tentative)
 - Annual increase of x% from the baseline.
- **Baseline Data:** TBD
- **Strategies:** TBD

6. One-stop-shop, electronic filing of all necessary state government required information for new, expanding and existing businesses, especially small businesses, to ease the paperwork burden on new or expanding businesses in Missouri.

- **Objective:** Ease the burden of unnecessary or duplicative reporting or filings required by state agencies of new, expanding, and existing businesses.
- **Performance Measurement:** Increase in the satisfaction index, such as a business focus group or survey regarding state government required reports or filings. (NOTE: Also considering measures to incorporate current # of reports, # of reports that are electronically filed, and related measures.)
- **Performance Goal:** (tentative)
 - Annual improvement of the index by x%.
- **Baseline Data:** No such index currently exists.
- **Strategies:** TBD

7. Reduce hurdles to new, expanding, and existing small businesses.

- **Objective:** Improve the educational, financial, technical, and related resources and opportunities available to small businesses.
- **Performance Measurement:** Increase in the number of new and expanding firms.
- **Performance Goal:** (tentative)
 - Annual increase of x% in the number of new and expanding firms
- **Baseline Data:** TBD
- **Strategies:** TBD